



Market Share Inc.

www.sunsetlimousines.com

www.gwnow.com



At A Glance:

• Company:

Market Share Inc. operates GetWirelessNow, a chain of eight cellular retailers in Connecticut and Rhode Island, as well as Sunset Limousines

• Headquarters:

Guilford, CT

• Industry:

Telecommunications, Retail

• Challenges:

- Needed to consolidate and analyze customer and accounting data from several cellular phone stores as well as a limousine business
- Manual reconciliation of multiple merchant accounts wasted hours every day
- Order and return processing could take upwards of five minutes per transaction

• Results with NetSuite:

- All of Market Share's business interests now roll up to a single account and reporting mechanism, accessible from anywhere
- NetSuite-integrated capabilities from OnSite eliminated 600 hours per year of manual accounting integration
- New point-of-sale integration reduced order and return processing times by 75 percent, and increased accuracy of transaction amounts by eliminating the need to key amounts into a credit card terminal
- Custom reports (developed in a few minutes) are run each night to verify the credit card batch report. Upon a match the credit cards for all 8 stores are batched as one group making reconciliation a cinch

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— Chris Corcoran, President, Market Share Inc.

Results

Market Share Inc. has been reaping the rewards of running its businesses on NetSuite for years. It started when the company saved tens of thousands of dollars on managerial staff reductions made possible by the tight integration and easy reporting provided by NetSuite. Recently, the company cut 600 hours of administrative work out of its operations by introducing new point-of-sale optimizations developed by NetSuite partner OnSite. By implementing NetSuite's Multi-Channel Retail Management Suite in the company's eight AT&T Wireless retail locations, “Our average sale had been taking five to six minutes but we are now down to a 90-second process,” Market Share president Chris Corcoran says.

Critical capabilities provided by OnSite have streamlined the point of sale process for customers and employees alike, ensuring that sales and returns can be completed in just a quarter of the time they once took. “Everything is easier and more accurate because we are no longer re-keying codes and credit card information, and we are able to make more sales faster,” he says. “Our customers are more satisfied, and our employees love it, because they can help the customer faster and move on to the next sale.”

Challenges

Before implementing NetSuite, Corcoran was tied down each Friday afternoon analyzing sales figures that would pour in through the week from the company's wireless stores. On top of the totals for the stores' sales, he would then add the week's sales from Market Share's other business, Sunset Limousines. Then he would analyze how his combined company's revenues were faring versus budget. This process was extremely time-consuming and inefficient.

After adopting NetSuite and expanding its cellular business to Rhode Island, Market Share re-evaluated its point-of-sale procedures and found some gaps. The average sale was longer than Corcoran wanted, due to sales tax processing, data entry, and re-keying authorization codes from the AT&T Wireless activation servers. And the company had to manually roll up credit card revenues from eight different checking accounts, a process that took as long as two hours every workday.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



• **Software switched from:**

- DAC Easy, MS Access

• **Other software considered:**

- MS Great Plains

• **NetSuite Partner:** OnSite

www.onsitetechnology.com

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*— Chris Corcoran
President, Market Share Inc.*



Solution

“We were one week away from signing a \$90,000 deal for Great Plains, with a \$20,000 annual maintenance contract, when I called NetSuite,” Corcoran says. “The NetSuite Multi-Channel RMS solution is less expensive than the maintenance alone on Great Plains.”

In addition to the improvements in the cellular phone business, Market Share has improved the efficiency of its Sunset Limousines business by commissioning a custom NetSuite add-on which updates airport trip reservations with flight times taken from accurate airline sources. “Often people will tell us that they are arriving on a particular flight, but give us the wrong time,” he says. “Now that we have a validation system integrated with NetSuite, we are able to avoid a potentially big problem at least once a week.”

Other recent improvements enabled by NetSuite and OnSite include a store-branded gift card program, and an upcoming campaign with unique promotional codes valid between the 30th and 60th day from the first sale, meant to promote repeat business and a closer customer relationship. “We have wanted to do that for some time, but it was too difficult to generate the unique codes manually. We’re excited about the potential of this program now that the dynamic codes will be printed on each sales receipt,” he says.

With NetSuite’s Multi-Channel RMS, Market Share’s stores are more productive and its executives can manage more efficiently. On a given Friday afternoon in the winter, Corcoran will likely not be found at the Guilford headquarters. He’ll have left early for a ski weekend with his wife and three children. “I was never able to leave on a Friday afternoon before,” he declares from a cell phone in his car on his way to Vermont.

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